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United States Department of the Interior, Douglas McKay, Secretary
Fish and Wildlife Service, John L. Farley, Director

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MAY 20 1954

Fishery Leaflet No. 243

Washington 25, D. C. Revised April, 1954

AIDS FOR SMALL BUSINESS

The Office of Small Business, U. S. Department of Commerce, and the Small Business Administration, an independent Government agency, offer assistance to small business firms, both active and prospective.

The Office of Small Business has available a number of bulletins in a series entitled "Small Business Aids". Copies of these bulletins, as shown in List I, may be obtained free of charge on request to the field offices of the Department of Commerce at the addresses shown in List II. In addition to the "Small Business Aids" the Department of Commerce issues a series of reports entitled "Publications Relating to Small Business". These are also available, for a nominal charge, from the field offices of the Department of Commerce. The titles and cost of those publications which are considered to be of principal interest to members of the fishing industry are shown in List III.

The Small Business Administration, established by Congress in 1953, "is responsible for encouraging, advising, assisting, and protecting all small businesses in the Nation". It "also has been assigned the function formerly held by the Reconstruction Finance Corporation of granting business loans to small firms and the humanitarian mission of granting disaster loans to rehabilitate the homes and businesses of victims of natural catastrophes such as floods and tornadoes". The addresses of the regional and branch offices of the Small Business Administration where assistance and consulting services are available, are shown in List IV.

LIST I - SMALL BUSINESS AIDS

(Available from the field offices of the U. S. Dept. of Commerce, List II)

No.	Title
2	Business Assets in Addition to Stock and Good Will
11	Case Study - Changing Counter Check Method to Speed Up Customer Service in a Retail Grocery Store
15	What A Good Package Should Do
25	Conducting a Consumer Contest
30	Experts Offer Twelve Advertising "do's" for Use by Independent Businessmen
37	Aid to Sell Teen-Agers
40	Eight Ways to Strengthen Your Advertising
43	Color is a Supersalesman
45	What Do Customers Want?
48	How to Fix Compensation for Salesmen
49	Making the Most of Complaints
55	Salesmen Learn Repairs and Servicemen Sell
59	So You Want to Open a Super Market?
64	The Advertising Appropriation for a Retail Store

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* Prepared in the Branch of Commercial Fisheries, Educational and Market Development Section

No.	Title
69	How to Organize for Marketing Research
70	Wage Incentive Plans
81	Customer Relations Checklist
82	Ways to Gain Good Will
83	Remodeling Reminders
86	Using Super Market Methods in a Medium-Sized Grocery
91	Selection and Training of Deliverymen
93	The Employee Suggestion Plan
98	Improving Salesmen's Morale
100	Increasing Sales by Mass Displays and Placards
103	Modernizing the Front of Your Store
111	Using a Controlled Credit System
114	Direct Mail Can Increase Your Record Sales
120	Significant Factors in Plant-Location
122	What A Company Should Expect of Its Supervisors
124	Elements of Purchasing
129	Checking the Soundness of Your Company's Organization
134	Salesmanship in a Self-Service Store
136	Protecting Customers from Accidents
141	A Qualification Chart for Prospective Retailers
156	How to Analyze Your Local Market
175	What the Salesman Should Know About His Product
184	Steps for Reducing Your Distribution Costs
218	Making the Most of a Narrow Store
222	Fire Prevention in Retail Stores
227	Causes of Customer Complaints
229	Wage Incentives Will Help Reduce Costs
232	Informative Labels Do a Job
237	Simplifying Stock Room Problems
240	How to Save on Shipping
256	The Reduction of Distribution Costs
261	Getting Merchandise to Sell
271	Check List for Planning a Store-Wide Promotion
273	Case Study - Measuring Potentials Before Introducing a New Product
278	An Advertising Check List
281	Business Pitfalls to Avoid
284	Retail Salesmanship
288	Buying to Sell Profitably
292	Pricing Merchandise Properly
295	Using the Model Stock Plan in a Small Store
303	Baby Foods - A Profitable Market for Grocers
324	Seven Ways for Supervisors to Build Morale
329	Things to Watch for in Cashing Checks
339	Fire Extinguishers
342	Unfair Competitive Practices
344	A Check List on Sanitation for Places Serving Food
349	What Plant Foremen Should Know About Costs
357	Improving Employer-Employee Relations
358	Retail Grocers' Customer Relations
360	Those Most Likely to Succeed in Business
364	Price Fixing
371	Outside Sources of Buying Information
375	New Channels for the Distribution of Goods
376	Fundamentals for a Good Salesman
377	Does Your Fire Insurance Give you Adequate Coverage?
378	Results From Pre-Packaging Fresh Fruits and Vegetables
379	Pricing is Important in Grocery Stores

No.	Title
382	Modifying Misleading Promotions
384	(The) Control of Cost in a Small Manufacturing Business
393	Planned and Controlled Retailing Creates a Profit
401	Self-Analysis Check List for Retail Salesmen
403	Checking the Work of the New Retail Salesman
405	First Steps in Package Design
406	Patents Available for License and Sale
408	Prepackaging of Produce in the Retail Store
412	Advertising Can Help Small Grocers Meet Competition
414	Handling Charge and Delivery Services in a Self-Service Store
415	How Small Manufacturers Can Maintain Lists for Direct Mail Advertising
416	A Basic Check List for Testing a New Product or Idea
426	Handling and Merchandising Fish in the Grocery Store
432	Planning Grocery Store Newspaper Advertisements
434	The Credit Bureau as an Aid to Profitable Credit Selling
442	Proper Care and Handling of Meats
443	The Charge Account List - A Source of Extra Business
444	Ways to Improve Business Letter Writing
445	Robinson-Patman Aid for Buyers
447	Make Your Grocery Store a Safer Shopping Place
448	Building More Profitable Produce Sales
452	Patents Owned by the Government
454	Quicker Check-Outs for Self Service Grocery Stores
455	A Modernization Plan for the General Store
458	Some Facts About Parcel Delivery Services
462	Check List for Industrial Workers' Complaint
463	11 Basic Elements Influencing Dealers Sales - Training Programs
465	A Checklist for Locating Physical Hazards in Offices
466	Aiding the Salesman to Prove Quality of Product
467	Building a Window Display that Sells
469	Guarding Against Theft of Retail Merchandise
470	Important Points in Retail Sales by Telephone
471	Simplifying the Manufacturer's Line of Products
472	Use of Collection Service - A Feature of a Sound Consumer Credit Policy
473	Eleven Tests for a Good Business Letter
474	Making Effective Use of Handbill Advertising
475	Definitions of Business Terms
476	The Principles and Purposes of Decorative Packaging
478	How to Choose or Revise Your Sales Compensation Plan
479	How to Apply for a Business Loan
480	Business Life Insurance
481	Sole Proprietorship Life Insurance
482	Partnership Life Insurance
483	Corporation Life Insurance
485	How Wholesalers Assist Manufacturers
486	How Wholesalers Assist Retailers
487	Guarding Against Embezzlements and Merchandise Thefts
488	What New Employees Should Know About Your Business and Its Policies
489	Planning Retail Newspaper Advertisements
490	Fundamentals of Preparing and Selling Self-Service Meats
492	What Downtown Merchants Can Do About the Parking and Traffic Problems
494	Facts About Retail Outdoor Advertising
499	The Meanings, Purposes, and Uses of Discounts and Invocie Terms
501	Ten Factors in Successful Retailing
503	How Food Manufacturers Can Benefit From Food Broker Services

No.	Title
505	Catering Services
507	What Type of Lease Should You Sign?
508	Building Produce Profits Through Ice Displays
510	Selling Relating Items Adds to Store Profits
512	Regulation of Trade Practices
513	Modern Lighting Increases Retail Sales
515	How Field Warehousing Helps Solve Manufacturers' and Distributors' Credit Problems
516	Post Offices Services of Interest to Small Business
517	Appraising and Buying a Retail or Service Business
519	Basic Tax Information for the Small Business

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LIST II - FIELD OFFICES, U. S. DEPARTMENT OF COMMERCE

Albuquerque, New Mexico, 208 U. S. Courthouse
Atlanta 5, Georgia, Room 336, Peachtree and Seventh St. Bldg.
Boston 10, Massachusetts, 261 Franklin Street
Buffalo 3, New York, 117 Ellicott Street
Charleston 4, South Carolina, Area 2 Sergeant Jasper Building West End Broad Street
Cheyenne, Wyoming, 307 Federal Office Building
Chicago 6, Illinois, 226 West Jackson Boulevard
Cincinnati 2, Ohio, 755 U. S. Post Office and Courthouse
Cleveland 14, Ohio, 1100 Chester Avenue
Dallas 2, Texas, 1114 Commerce Street
Denver 2, Colorado, 142 New Custom House
Detroit 26, Michigan, 438 Federal Building
El Paso, Texas, Chamber of Commerce Building
Houston 2, Texas, 430 Lamar Avenue
Jacksonville 1, Florida, 425 Federal Building
Kansas City 6, Missouri, 2001 Federal Office Building
Los Angeles 15, California, 112 West Ninth Street
Memphis 3, Tennessee, 229 Federal Building
Miami 32, Florida, 36 NE. First Street
Minneapolis 2, Minnesota, 607 Marquette Avenue
New Orleans 12, Louisiana, 333 St. Charles Avenue
New York 13, New York, 346 Broadway
Philadelphia 7, Pennsylvania, 1015 Chestnut Street
Phoenix, Arizona, 137 North Second Avenue
Pittsburgh 22, Pennsylvania, 717 Liberty Avenue
Portland 4, Oregon, 217 Old U. S. Courthouse
Reno, Nevada, 1479 Wells Avenue
Richmond 19, Virginia, 400 East Main Street
St. Louis 1, Missouri, 910 New Federal Building
Salt Lake City 1, Utah, 109 West Second St. South
San Francisco 2, California, 870 Market Street
Savannah, Georgia, 235 U. S. Courthouse and Post Office Building
Seattle 4, Washington, 909 First Avenue

LIST III - PUBLICATIONS RELATING TO SMALL BUSINESS

(Available from the field offices of the U. S. Dept. of Commerce, List II)

Title	Price
Developing and Selling New Products, Guidebook for Manufacturers. Catalog No. C 18.271:1	$ .40
Establishing and Operating Automatic Merchandising Business. Catalog No. C 18.225:58	.20
" " " Grocery Store. Catalog No. C 18.225:21	1.25
" " " Mail Order-Business Catalog No. C 18.225:46	.40
" " " Restaurant. Catalog No. C 18.225:39	1.00
" " " Retail Feed and Farm Supply Store. Catalog No. C 18.225:45	.15
" " " Trucking Business. Catalog No. C 18.225:52	.25
Establishing and Operating Variety and General Merchandising Store. Catalog No. C 18.225:35	$ .60
" " " Your Own Business. Catalog No. C 18.271:22	.35
Financing New Small Business. Catalog No. C 18.271:3/2	.20
Merchandise Display for Simplified Service in Department and Specialty Stores. Catalog No. C 18.225:61	.35
Modernizing and Operating Grocery Warehouses. Catalog No. C 18.271:26	.25
Opportunities in Selling. Catalog No. C 18.225:65	.30
Outline and Source Material for Small Business Education. Catalog No. C 18.271:27	.30
Planning Wholesale Frozen Food Distribution Plant. Catalog No. A 1.82:18	.35
Record Keeping for Retail Stores. Catalog No. C 18.225:80	.15
Retail Policies, Their Selection and Application. Catalog No. C 18.206:57	.25
Selecting a Store Location. Catalog No. C 18.206:56	.25
Selling the United States Market, Marketing Guidebook for Manufacturers and Distributors. Catalog No. 18.271:29	1.00
Small Business and Government Licenses. Catalog No. C 18.206:66	.15
Small Business and Government Regulations. Catalog No. C 18.206:58	.15
Small Business and Trade-Marks. Catalog No. C 18.206:68	.15
Small Business Management Series:	
1. Employees Suggestion System for Small Plant. Catalog No. SDP 1.12:1	.15
2. One Hundred and Fifty Questions for Prospective Manufacturers. Catalog No. SDP 1.12:2	.20
3. Human Relations in Small Industry. Catalog No. SDP 1.12:3	.25
4. Improving Materials Handling in Small Plants. Catalog No. SDP 1.12:4	.20

		Price
Small Business Problems, Record Keeping for Small Stores. Manual for Small Retailers Describing What Records are Needed and How These May be Kept with Minimum of Time and Effort.	Catalog No. Y 4.Am 3/5:R24/945....	$ .75
Small Businessman and His Bank.	Catalog No. C 18.206:64.....	.15
Small Businessman and Sources of Loans.	Catalog No. C 18.271:18.....	.15
2339 Patents Available to Manufacturers, Government-Owned Inventions for Free Use, Prepared by Office of Chairman Government Patents Board.	Catalog No. C 1.2:In 8/2.....	1.00

LIST IV - REGIONAL AND BRANCH OFFICES OF SMALL BUSINESS ADMINISTRATION

Atlanta, Georgia, Peachtree Seventh Building, 50 Seventh Street, N. E.
Baltimore, Maryland, Calvert Building, Fayette and St. Paul Streets
Birmingham, Alabama, Social Security Building, 3rd Avenue and 23rd Street
Boston 10, Massachusetts, 40 Broad Street
Buffalo 3, New York, U. S. P. O. Building, 121 Ellicott Street
Chicago 6, Illinois, 226 West Jackson Boulevard
Cincinnati 2, Ohio, Big Four Building, 230 East 9th Street
Cleveland 14, Ohio, Ferguson Building, 1783 E. 11th Street
Dallas 2, Texas, 1114 Commerce Street
Davenport, Iowa, Putnam Building, 215 Main Street
Denver 2, Colorado, New Customhouse, 19th and Stout Streets
Detroit 26, Michigan, Federal Building, 231 West Lafayette Boulevard
Houston, Texas, Federal Office Building, Fannin and Franklin Street
Indianapolis, Indiana, 521 Federal Building
Kansas City 6, Missouri, Federal Office Building, 911 Walnut Street
Los Angeles 15, California, 117 West 9th Street
Madison, Wisconsin, Woolworth Building, 105 Monona Avenue
Minneapolis 2, Minnesota, Minnesota Federal Building, Marquette Avenue at 6th
Nashville, Tennessee, U. S. Courthouse, 8th Avenue and Broad Street
New Orleans 12, Louisiana, Masonic Temple Building, 333 St. Charles Street
New York 16, New York, 2 Park Avenue
Oklahoma City, Oklahoma, Insurance Building, 114 North Broadway
Philadelphia 7, Pennsylvania, 1015 Chestnut Street
Pittsburgh 22, Pennsylvania, Clark Building, 717 Liberty Avenue
Portland 5, Oregon, Platt Building, 519 S. W. Park Avenue
Richmond 19, Virginia, Southern States Building, 7th and Main Streets
St. Louis 1, Missouri, New Federal Building, 1114 Market Street
San Francisco 2, California, Flood Building, 870 Market Street
Seattle, Washington, Burke Building, 905 Second Avenue

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